

- If you're serious about reducing your family's cavities, this smile can help you. It belongs to Doug Gulick, one of thousands who tested toothpaste and showed Crest reduces cavities. Doug?

- Our toothpaste test lasted two years.

- And half the group used Crest and the other half used regular toothpaste.

- Yes, sir.

- Did you brush in any special way?

- No, sir.

- What were the results?

- 25% fewer cavities.

- For your group?

- Yes.

- And you used Crest.

- Mm-hmm.

- Such results show why Crest is recognized effective against cavities by the American Dental Association. As their council reports, "Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Protect your family with good dental habits, dental checkups twice a year, and Crest, the only toothpaste recognized effective against cavities by the American Dental Association.